

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Sean Handel et al.

Serial No.: 09/196,338

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Title: A PERSONALIZED PRODUCT
REPORT

Docket No.: 60021-302901

Conf. No. 9014

Group Art Unit: 3622

Examiner: A. Duran

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

Dear Sir:

This is in response to the Final Office Action mailed on May 7, 2007 and the Advisory Action mailed on August 23, 2007. Please consider the following amendments and remarks.

Amendments to the claims begin on page two (2) of this paper.

Remarks begin on page nine (9) of this paper.